

# FRP Strategy Outline 2014-17

1 August 2014

Final

## 1. WHO WE ARE

FRP is a 25-year old social enterprise and charity, developing innovative ways to involve communities in waste minimisation and re-use activities that deliver social and environmental benefits. Based in Walthamstow in East London, we have been in operation since 1989. We have a small staff team of 6 people who all work part-time, with additional freelance support. All our work and activities are supported by volunteers.

### Beneficiaries

Our main beneficiaries are:

- Volunteers – particularly people experiencing long-term unemployment and mental ill health or young adults requiring work experience
- People accessing low cost or free goods – particularly those on low income in areas of high deprivation
- Charities and community groups on a low budget accessing low cost or free goods
- Organisations working in partnership with FRP to deliver community activities.

### Aims and objectives

Our social aims:

- Enable people to build confidence, reduce social exclusion, develop skills & experience, and make a positive contribution to the environment and society
- Enable people to save money through broadening access to good quality, affordable re-usable goods

Our environmental aims:

- Increase awareness, behavioural change and ability within people and communities to reduce resource consumption and carbon emissions in the context of climate change
- Engage people and communities in practical ways to reduce, re-use and recycle waste.

Our objectives:

- Provide people with opportunities to develop and share their skills & experience
- Provide people with good quality, affordable re-usable goods
- Enable people to take environmental action
- Promote the social, environmental and economic benefits of reducing, re-using and recycling waste
- Divert waste from landfill
- Generate and raise sufficient funds to ensure financial viability
- Support ventures and partnerships that further our social and environmental aims.

## 2. WHAT WE DO

Our main areas of work are collecting and redistributing waste paint and other materials, organising waste exchange events, supporting communities to develop waste minimisation initiatives, and a volunteering programme enabling marginalised people to take action to benefit their community.

### The Paint Place

More than 330 million litres of paint (retail and trade) are sold in the UK each year, of which an estimated 50 million litres are unused, stored in homes or garages or just thrown away. This is the equivalent of 20 Olympic-sized swimming pools. We see 'waste paint' as a resource (as long as it is re-usable) and an environmental problem that can be turned into a social solution.

The Paint Place is FRP's flagship re-use project. This is how it works:

- FRP enables residents to 'recycle'/ donate any unwanted, leftover paint via their Re-use & Recycling Centres. FRP also accepts a small proportion of paint from commercial companies by prior arrangement
- FRP collects this paint on a regular basis. At FRP's warehouse, a team of staff and volunteers then sort, quality-check and re-mix the paint, making it ready for re-distribution
- The paint is distributed/sold as a sustainable, low-cost alternative to new paint via FRP's paint shop in Walthamstow, its paint warehouse in Leytonstone and several stockists across London. Reclaimed paint costs considerably less than new paint, with a general saving of £5 per litre. Paint is available in all types, colours and sizes. Anyone can access the paint
- FRP works with not-for-profits, charities, community groups and housing associations, offering paint schemes that enable beneficiaries to access free or discounted paint.
- In 2013-14, we distributed 48,000 litres of reclaimed paint to more than 2,600 individuals (many on low income) and 160 charities and community groups.

### Volunteering

Offering worthwhile, inclusive volunteering opportunities has been a core element of FRP's work for many years. FRP is receiving funding from City Bridge Trust to develop its volunteer programme further. Our Environmental Action Through Volunteering Project is developing new and innovative approaches to maximise the benefits of volunteer placements and improve the overall volunteering experience. Volunteers access skills and activity-based learning, capture their own learning and skills development, and are active in their local community to improve the environment and reduce carbon emissions.

The project focuses on two beneficiary groups: unemployed young adults; and marginalised adults on benefits. There are three delivery strands (delivered over 2 years, from February 2014):

Strand	Target group	Description
Work experience through environmental volunteering	>40 volunteers aged 18-30 on placements of 3 days per week for 12 weeks	We provide a structured & environmentally focused programme of learning, offering activity & skills based work experience
Community activism or social entrepreneurship	>18 volunteers aged 18+ on placements of 2 days per week for 16 weeks	We provide mentoring support and a small budget to those volunteers who are motivated to develop new community activism initiatives or social enterprise activities based around waste, sustainability and the environment. We link beneficiaries to progression opportunities
Social inclusion through environmental volunteering	>100 volunteers aged 18+ on placements of a minimum of 1 day per week for at least 12 weeks	We provide volunteering for adults with varying levels of skills and experience

### Community Engagement

FRP delivers community engagement work across North East London (our main area of operation), in some of the UK's most deprived areas. This work consists of the following key strands:

- Give or Take events: we deliver community-based waste exchange events on behalf of councils, housing associations, community groups and other partners. These money free events enable people to give away re-usable things they don't need or take things they do

- Community development work: we engage with people on housing estates and community groups, working alongside them to identify and deliver innovative and practical ways to come together to reduce people's living costs as well as their impact on the environment
- Community murals: we deliver mural projects – including consultation, design and painting – working with local communities and artists. The murals are painted with reclaimed paint from FRP.

The Give or Take events and community development work encourage community engagement (including of under-represented groups), reduce waste, save people money, support and train disadvantaged people to take action and help their own local community and the environment at the same time. The murals promote the benefits of using reclaimed paint to improve public spaces and transform neglected urban areas for people to enjoy.

### **Green Office**

FRP collects office paper for recycling from small businesses, public sector organisations and charities within the London Borough of Waltham Forest and adjoining areas. Both a normal and confidential waste paper collection service is provided. We also collect small amounts of cardboard, and sell 100% recycled, A4 white paper for everyday office use.

### **3. WHERE WE ARE GOING**

FRP has been committed to evolution and improvement since its establishment in 1989. This continues to be essential as we adapt to changes in our environment (such as the state of the economy and public policy changes) and seek to shape our own vision and future.

Here's our direction in key areas.

#### **Build a sustainable paint re-use project**

- Achieve financial sustainability and growth with a strong focus on sales and distribution
- Optimise the efficiency of our paint operation, effectively balancing paint collections and supply with processing and distribution capacity
- Maximise the social impact from utilising reclaimed paint as a resource.

#### **Develop FRP as an enabler, an engine for sustainability**

- Be an open source organisation, using our learning and experience, where we can, to help others develop projects that bring social and environmental benefits. This means moving away from a closed model where we decide in detail what work we want to do, develop a business proposal and/or funding bid and then assemble the resources to deliver the work ourselves
- Move towards creating a sense of shared ownership in our local community and empowering others to work with us or on our behalf, which means:
  - For staff: a shared ownership of business development
  - For volunteers: for some to develop their own projects whilst staying linked to FRP
  - For partners: make more of existing and new connections and community links
  - FRP's role as an anchor/connecter/facilitator for the above
  - FRP will see growth and evolution of connected projects.

#### **Achieve the best for volunteers**

- Work on new and innovative approaches to maximise the benefits of volunteer placements and improve the overall volunteering experience. Volunteers will access skills & activities based learning, capture their own learning and skills development, and be active in their local community to improve the environment and reduce carbon emissions.

**Get the most out of assets available to us and develop new activities**

- Develop our activities in a way which makes the most of the assets which FRP already possesses or has access to
- Determine how we can go further to achieve our objectives through building the impact of existing activities, building on the many connections to partners we have and building upon the waste streams we have access to

**Be an effective organisation**

- Financial and operational resilience through income and cash-flow improvements, and maintaining a proactive oversight of risk
- Demonstrate our impact through simple performance management
- Embed marketing as an integral part of our work
- Ensure we have a staff team that is motivated and able to work collectively and deliver.